



MINISTRY OF TOURISM,
ARTS & CULTURE

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GHANA MARKS WORLD FOLKLORE DAY

The Minister of Tourism Arts and Culture, Hon. Catherine Abelema Afeku, has emphasized that her Sector Ministry is committed to strengthening the National Folklore Board by influencing nation building through the preservation of Ghana's rich Cultural Heritage and past history, to ensure that the institution delivers on its core mandates for the betterment of Ghanaian citizens.

Hon. Catherine Abelema Afeku, made this remark during the launch of the World Folklore Day Celebration, in Accra, on the 20th August, 2018, on the theme, The Role of the Intellectual Property and Folklore in Branding Ghana.

According to her, it is incumbent upon the current Ghanaian generation particularly, the stakeholders in the tourism sector to build on the foundations handed down to us from our forebears for the socio-cultural and economic well-being of citizens.

Hon Afeku, stressed that His Excellency, President Nana Addo Dankwa Akufo Addo's administration's vision of Ghana beyond Aid vision is expected to turn the creative arts sector into a viable field of home-grown investments and exports based driven.

She used the rare privilege to commend the players in the tourism sector and the Folklore Board for trying to revitalize folklore in Ghana.

The Founder of African University College of Communication (AUCC), Mr. Kojo Yankah, who was the guest speaker at the event revealed that, the country's over-reliance on tourist sites to attract tourists across the world, is not good enough to grow the industry as other countries have similar attractions but rather all quest should be channeled in the rebranding of our cultural heritage.

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Prof, Yankah further suggested that, Taxi and Commercial drivers must be given education to help in the rebranding Ghana's tourism sector, as countries like Mauritius and others did to attract tourists into their country.

Also, the Acting Director of National Folklore Board, Nana Adjoa Adobea Asante indicated that, her outfit is responsible for the registration and the protection of folklore and the levying of fees for use of folklore outside the authorized scope.

She, however, appealed for more support to ensure that the values of the Ghanaian society are upheld and safeguarded for generations unborn.

Present at the function were key players in the Creative Arts Sector, and some Senior Officials of the Ministry of Tourism Arts and Culture.

Background

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Folklore is the intellectual and spiritual tradition passed on from the oral tradition from generation to generation around the world. This comprises customs, beliefs, material culture, dramatic art, festivals, music stories, proverbs, poetry recitals, riddles, literary and scientific cultural legacy bequeathed to the World over, which have been celebrated over the years.

Meanwhile, the event began on the 20th August with a launch and a symposium on the “Role of Folklore and Intellectual Property in Branding Ghana” and “Eat Ghana Brunch”. And will be followed by a Children's Fun Folklore Games Day at the St Kizito Catholic School in Nima.

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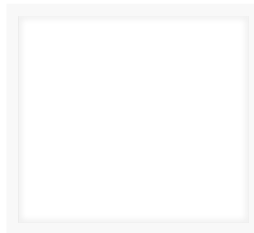
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